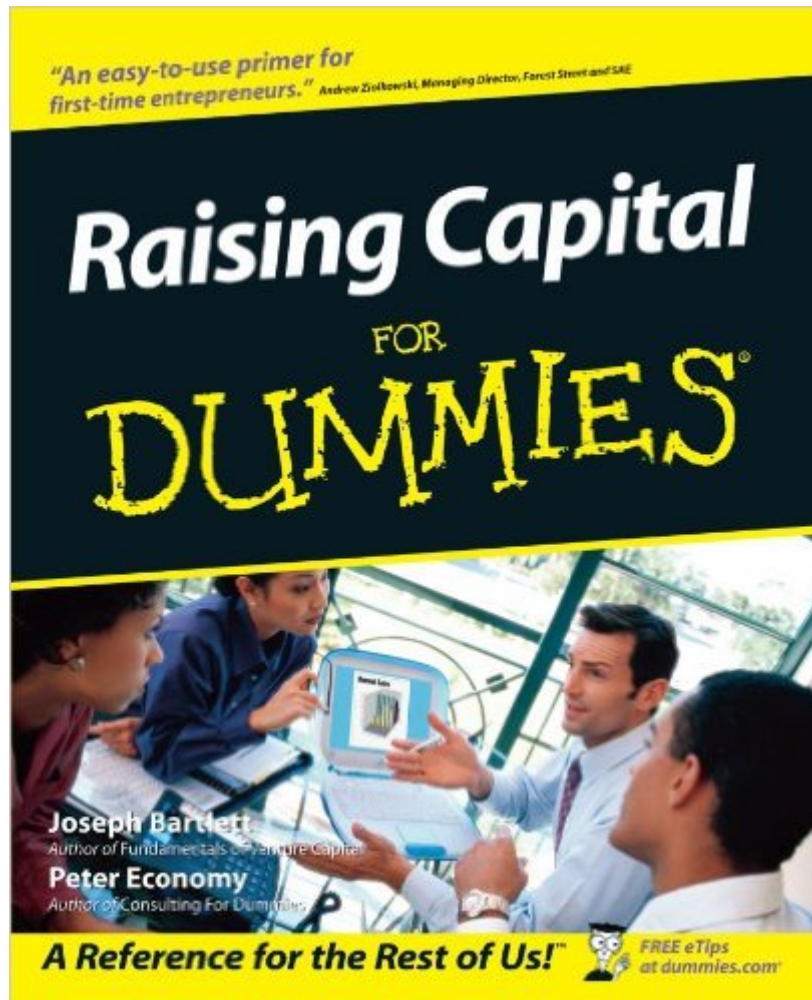


The book was found

# Raising Capital For Dummies



## Synopsis

While raising capital has never been easy, it has become a lot more difficult over the past few years. The dot-com debacle has made investors skittish, especially when it comes to financing early-stage start-ups. As a result, more and more entrepreneurs are being forced to compete harder and harder for a spot around the money well. At the end of the day, all most have to show for their efforts are tattered Rolodexes and battered egos. What they need is the competitive edge that comes with having a friend in the business – an advisor who will cut through the mumbo-jumbo and tell them in plain English how to get the money they need. What they need is *Raising Capital For Dummies*. Whether you're just starting your business and need a little seed capital to launch your first product, or you're looking for a little help expanding an established business into a new market, this friendly guide helps you get the financing you need to realize your dreams. You will discover how to:

- Tap personal sources of financing, as well as family and friends
- Approach customers and vendors for financing
- Hook up with commercial lenders
- Find angel investors
- Get an SBA loan
- Raise cash through private equity offerings
- Woo and win investment bankers and venture capitalists

Venture capital guru, Joseph Bartlett explains in plain English the capital-raising strategies and techniques used by some of today's most successful businesses, including tried-and-true methods for:

- Assessing your financial needs and creating a solid financial plan
- Researching sources of financing and making first contact
- Finding, contacting, and convincing angels
- Getting your customers to finance your company
- Understanding and exploiting matching services
- Exploring commercial banks, savings institutions, credit unions, finance companies, and the SBA
- Qualifying for a loan
- Working with placement agents
- Raising cash through IPOs and mergers

From raising seed capital and funds for expansion to IPOs and acquisitions, *Raising Capital For Dummies* shows you how to get the money you need to survive and thrive in today's winner-take-all marketplace.

## Book Information

Paperback: 336 pages

Publisher: For Dummies; 1 edition (August 2, 2002)

Language: English

ISBN-10: 0764553534

ISBN-13: 978-0764553530

Product Dimensions: 7.4 x 0.7 x 9.2 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 stars – See all reviews (3 customer reviews)

Best Sellers Rank: #746,254 in Books (See Top 100 in Books) #127 in Books > Business & Money > Finance > Corporate Finance > Venture Capital #587 in Books > Textbooks > Business & Finance > Entrepreneurship #1330 in Books > Textbooks > Business & Finance > Accounting

## Customer Reviews

The problem with this book is it really only spends the first third of the book addressing the stage that anyone who buys this book is going to be interested in-startup. If you've been in business long enough to be ready for venture capital, you can probably hire a consultant to help you navigate that, and if you're to the point where you're ready for a merger, by that point you're hardly a "dummy." And even then, it really only scratches the surface of what a start-up entrepreneur needs. Using personal resources and asking family and friends are so self-explanatory that they don't even need their own chapters. Angel investors are really the only section it has any info about, but then again, not much on how to really get their attention, and then customers and matching services are worthwhile only if you're in a position where that applies(i.e. you don't need to go through a production process before you can give the customer what they want)I would rather they cut out the chapters on using personal resources and family and friends entirely, as well as eliminating sections 2 and 3, and expand the remaining chapters to the length the book is now.

This book is filled with ideas for those who have never tried to raise capital before. But if you have worked at this before this book has nothing to add to what you have already tried. You need friends with money and influence to raise capital, anything else is climbing a ladder leaning against the wrong wall.

If you are an entrepreneur and are looking to raise money for your new found project, this book is a great place to start. This book I recommend before you start building your business plan.

[Download to continue reading...](#)

Venture Capital Handbook: An Entrepreneur's Guide to Raising Venture Capital, Revised and Updated Edition Raising Capital For Dummies Capital Mysteries #2: Kidnapped at the Capital (A Stepping Stone Book(TM)) Capital Returns: Investing Through the Capital Cycle: A Money Manager's Reports 2002-15 NO CAPITAL INTERNETPRENEUR: Start an Online Business Even Without Capital... Product Dropshipping & Fiverr Freelancing (Bundle) Capital: New York, Capital of the 20th Century Capital and Interest: A Critical History of Economic Theory & The Positive Theory of Capital (Two Books With Active Table of Contents) Private Equity: IntroducciÃfÃ n a la

financiación privada de las empresas (capital riesgo, capital expansión, LBO y turnaround)  
(Spanish Edition) Creative Capital: Georges Doriot and the Birth of Venture Capital Crowdfunding  
Success: The New Crowdfunding Revolution: How to raise Venture Capital for a Startup or fund any  
dream with a successful Crowdfunding Campaign ... Venture Capital, fundraising, , startup) Selling  
Real Estate Without Paying Taxes: Capital Gains Tax Alternatives, Deferral vs. Elimination of  
Taxes, Tax-Free Property Investing, Hybrid Tax ... Paying Taxes: A Guide to Capital Gains) The  
Business of Venture Capital: Insights from Leading Practitioners on the Art of Raising a Fund, Deal  
Structuring, Value Creation, and Exit Strategies (Wiley Finance) The Six Secrets of Raising Capital:  
An Insider's Guide for Entrepreneurs Raising Venture Capital for the Serious Entrepreneur Raising  
Capital: Get the Money You Need to Grow Your Business Crowdfunding: A Guide to Raising Capital  
on the Internet (Bloomberg Financial) Killing the Raising Sun the Raising Sun Storey's Guide to  
Raising Sheep, 4th Edition: Breeding, Care, Facilities (Storey's Guide to Raising) Storey's Guide to  
Raising Rabbits, 4th Edition: Breeds, Care, Housing (Storey's Guide to Raising) Venture Capital For  
Dummies

[Dmca](#)